

WHAT IS CLAIMED IS:

1 1. A method of reducing expression of a target gene in a cell, the
2 method comprising the step of expressing in the cell an expression cassette comprising a
3 promoter operably linked to a sense or antisense targeting sequence having substantial
4 identity to at least a subsequence of the target gene, and an inverted repeat of a
5 subsequence of an NOS gene, wherein the inverted repeat is heterologous to the targeting
6 sequence, thereby reducing expression of the target gene.

1 2. The method of claim 1, wherein the inverted repeat is in a position
2 3' to the targeting sequence.

1 3. The method of claim 1, wherein the inverted repeat is in a position
2 5' to the targeting sequence.

1 4. The method of claim 1, wherein the inverted repeat is from the 3'
2 untranslated region of the NOS gene.

1 5. The method of claim 4, wherein the inverted repeat is from the
2 terminator region of the NOS gene.

1 6. The method of claim 1, wherein the inverted repeat is from the 5'
2 untranslated region of the NOS gene.

1 7. The method of claim 1, wherein the inverted repeat is from the
2 coding region of the NOS gene.

1 8. The method of claim 1, wherein the NOS gene is from an
2 *Agrobacterium* sp.

1 9. The method of claim 1, wherein the inverted repeat comprises a
2 sense region, a linker region, and an antisense region.

1 10. The method of claim 1, wherein the inverted repeat is from about
2 30 to about 200 nucleotides in length.

1 11. The method of claim 1, wherein the targeting sequence is a sense
2 sequence.

1 12. The method of claim 1, wherein the targeting sequence is an
2 antisense sequence.

1 13. The method of claim 1, wherein the targeting sequence has
2 substantial identity to a plant pathogen target gene.

1 14. The method of claim 13, wherein the targeting sequence is a viral
2 sequence, a bacterial sequence, an insect sequence, a fungal sequence, or a nematode
3 sequence.

1 15. The method of claim 1, wherein the targeting sequence has
2 substantial identity to a plant target gene.

1 16. The method of claim 1, wherein the targeting sequence is from
2 about 100 to about 1000 nucleotides in length.

1 17. The method of claim 1 wherein the targeting sequence is from a
2 coding region of the target gene.

1 18. The method of claim 1, wherein the targeting sequence is from a 5'
2 untranslated region of the target gene.

1 19. The method of claim 1, wherein the targeting sequence is from a 3'
2 untranslated region of the target gene.

1 20. The method of claim 1, wherein the target gene is
2 polygalacturonase.

1 21. The method of claim 1, wherein the promoter is a tissue specific
2 promoter.

1 22. The method of claim 1, wherein the promoter is a plant promoter.

1 23. The method of claim 22, wherein the promoter is a cauliflower
2 mosaic virus 35S promoter or a figwort mosaic virus 34S promoter.

1 24. The method of claim 1, wherein the cell is a plant cell.

1 25. The method of claim 24, wherein the plant is selected from the
2 group consisting of wheat, corn, rice, sorghum, pepper, tomato, squash, banana,
3 strawberry, carrot, bean, cabbage, beet, cotton, grape, pea, pineapple, potato, soybean,
4 yam, and alfalfa.

1 26. The method of claim 1, wherein the expression cassette has a
2 nucleotide sequence of SEQ ID NO:1.

1 27. The method of claim 1, wherein the targeting sequence comprises a
2 premature stop codon that inhibits translation of the targeting sequence.

1 28. An expression cassette comprising a promoter operably linked to a
2 sense or antisense targeting sequence having substantial identity to at least a subsequence
3 of the target gene, and an inverted repeat of a subsequence of an NOS gene, wherein the
4 inverted repeat is heterologous to the targeting sequence.

1 29. The expression cassette of claim 28, wherein the inverted repeat is
2 in a position 3' to the targeting sequence.

1 30. The expression cassette of claim 28, wherein the inverted repeat is
2 in a position 5' to the targeting sequence.

1 31. The expression cassette of claim 28, wherein the inverted repeat is
2 from the 3' untranslated region of the NOS gene.

1 32. The expression cassette of claim 31, wherein the inverted repeat is
2 from the terminator region of the NOS gene.

1 33. The expression cassette of claim 28, wherein the inverted repeat is
2 from the 5' untranslated region of the NOS gene.

1 34. The expression cassette of claim 28, wherein the inverted repeat is
2 from the coding region of the NOS gene.

1 35. The expression cassette of claim 28, wherein the NOS gene is from
2 an *Agrobacterium* sp.

1 36. The expression cassette of claim 28, wherein the inverted repeat
2 comprises a sense region, a linker region, and an antisense region.

1 37. The expression cassette of claim 28, wherein the inverted repeat is
2 from about 30 to about 200 nucleotides in length.

1 38. The expression cassette of claim 28, wherein the targeting
2 sequence is a sense sequence.

1 39. The expression cassette of claim 28, wherein the targeting
2 sequence is an antisense sequence.

1 40. The expression cassette of claim 28, wherein the targeting
2 sequence has substantial identity to a plant pathogen target gene.

1 41. The expression cassette of claim 40, wherein the targeting
2 sequence is a viral sequence, a bacterial sequence, an insect sequence, a fungal sequence,
3 or a nematode sequence.

1 42. The expression cassette of claim 28, wherein the targeting
2 sequence has substantial identity to a plant target gene.

1 43. The expression cassette of claim 28, wherein the targeting
2 sequence is from about 100 to about 1000 nucleotides in length.

1 44. The expression cassette of claim 28, wherein the targeting
2 sequence is from a coding region of the target gene.

1 45. The expression cassette of claim 28, wherein the targeting
2 sequence is from a 5' untranslated region of the target gene.

1 46. The expression cassette of claim 28, wherein the targeting
2 sequence is from a 3' untranslated region of the target gene.

1 47. The expression cassette of claim 42, wherein the target gene is
2 polygalacturonase.

1 48. The expression cassette of claim 28, wherein the promoter is a
2 tissue specific promoter.

1 49. The expression cassette of claim 28, wherein the promoter is a
2 plant promoter.

1 50. The expression cassette of claim 49, wherein the promoter is a
2 cauliflower mosaic virus 35S promoter or a figwort mosaic virus 34S promoter.

1 51. The expression cassette of claim 28, wherein the expression
2 cassette has a nucleotide sequence of SEQ ID NO:1.

1 52. The expression cassette of claim 28, wherein the targeting
2 sequence comprises a premature stop codon that inhibits translation of the targeting
3 sequence.

1 53. A transgenic plant comprising the expression cassette of claim 28.